



## North Carolina Wine & Grape Industry

- North Carolina is home to more than 110 wineries. The number of wineries has doubled since 2005 and grown more than five-fold in the last decade.
  - North Carolina ranks 10th for wine and grape production in the United States.
  - The industry has diverse grapes: European-style vinifera, native muscadines, French-American hybrids and labrusca grapes.
    - Vinifera grape varieties include Cabernet Sauvignon, Merlot, Syrah, Chardonnay and Viognier. They are typically planted in the Western and Piedmont regions of the state.
    - Native muscadine grapes, including Scuppernong, Carlos and Noble, are relatively pest resistant and thrive in the hot sandy soil of the Coastal region. They contain high levels of resveratrol and health-enhancing antioxidants, and are even sold to nutraceutical companies.
    - Hybrid grape varieties include Chambourcin, Seyval Blanc and Vidal Blanc, and are typically grown in the Piedmont and West.
    - Labrusca grapes are often planted in the West and Piedmont, and include Catawba, Concord and Niagara.
  - Scuppernong was the first grape cultivated in the United States, and is the official state fruit of North Carolina. The Mothervine, in Manteo on Roanoke Island, is a 400-year-old Scuppernong vine and the oldest known cultivated grapevine in the nation.
  - More than 400 individually owned grape vineyards grow across the state covering more than 1,800 acres. Grape acreage in the state has more than doubled in the last decade.
  - A Travel Industry Association (TIA) survey named North Carolina as a top-five state destination in the U.S. for wine and culinary tourism activities.
  - The North Carolina wine and grape industry generates an economic impact of \$1.28 billion and supports nearly 7,600 jobs. The industry attracts 1.3 million tourists annually, producing \$156 million in visitor spending and \$51 million in state and local taxes.
  - Yadkin Valley was North Carolina's first federally recognized American Viticultural Area (AVA) in 2003. Located in northwestern North Carolina, it includes more than 30 wineries and 400 acres devoted to vineyards.
  - Swan Creek AVA was established in 2008 in northwest North Carolina and includes five wineries.
  - Haw River Valley AVA is the state's third AVA established in 2009 in central North Carolina and home to seven wineries.
  - Medoc Vineyard, in Brinkleyville and Halifax County, was the state's first commercial winery established in 1835, and once led the country's wine production.
  - At the turn of the 20th century 25 wineries operated in North Carolina, making it one of the most productive wine states in the U.S. The industry closed with the onset of Prohibition.
  - Duplin Winery, in Rose Hill, is the largest and oldest winery in the state, and the world's largest muscadine wine producer.
  - Biltmore Estate Winery, in Asheville, is the most visited winery in the U.S., receiving more than 1 million visitors annually.
- Every special place has its own unique flavor. Ours has many. Discover more at [visitncwine.com](http://visitncwine.com).*

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